

TIP SHEET

5 Best Optimizations for Online Donation Pages

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Unprecedented numbers of donors are giving via online donation pages. With this sharp rise in web traffic and a growing expectation for innovative eCommerce experiences, online donation pages need to keep up or risk getting left behind. We have compiled the top optimizations - many of which are very simple - to make the most of your online donation pages.

1

Donor-covered fee.

The donor-covered fee is a great way to generate more guaranteed revenue. A donor-covered fee is when a checkbox is included on a donation form to ask donors to increase their donation to help offset the transaction fee – most organizations ask for between 3-4%. If you leave the donor-covered fee box checked, we find that the majority of donors (up to 70%) will leave it checked.

In Blackbaud Luminate Online®, nearly endless customizations are available, including adding a checkbox for the donor-covered fee. You'll want to work with an organization like [RKD Group](#) or with the Blackbaud Services team on this customization.

2

Modern payment solutions.

Donors want control over their payment information, and when they have it (through the additional security of a digital wallet), donor confidence increases. There is also a convenience factor.

Blackbaud Luminate Online offers digital payments including Apple Pay, online Visa/Mastercard/American Express payments, and PayPal. (Note: Apple Pay is only available through [Blackbaud Merchant Services](#).)

3

Accessibility and performance.

Your donation page should meet all accessibility guidelines (check out the WCAG free scanner to see how you can improve). Page speed is crucial to ensuring more donors reach the end of the donation process and helping them stay longer and donate more.

Blackbaud Luminate Online offers flexibility and access to the underlying form code through its APIs. This offers nonprofits more control over their fundraising program through secure access to their constituent data and API donation forms. Plus, it is simple to add code and solutions like Google Optimize directly to your online donation pages.

4

Personalization.

Personalization can be small changes that show donors you know them. Use your UTM parameters to keep messaging consistent between your email, donation forms, online ads, and more (UTM parameters are tags you can put on the end of your marketing URLs to track online visitors). Use personalized ask arrays based on donor information (like previous gifts or capacity). And instead of asking the donor for their entire address, simply ask for the zip code and auto-populate the city and state. This ensures your data is standardized and also improves the donor experience.

Blackbaud Luminate Online has a built-in integration with Google Analytics, making UTM information easily accessible. Dynamic ask arrays are easily configured in the Blackbaud Luminate Online donation-level settings and access information from online and offline giving history to tailor donation form ask amounts. The zip code auto-populate is available through a customization that can be done by an organization like [RKD Group](#) or the Blackbaud Services team.

5

Data collection.

Tracking and analyzing the data received from marketing campaigns is crucial to setting future strategy. Make sure your Google Analytics is properly set up, be strategic about personalizing online donation forms, and test these strategies to improve.

Blackbaud Luminate Online offers full integration and support for the latest versions of Google Analytics and other third-party solutions, enabling nonprofits to engage experts, like [RKD Group](#) to make the most of their marketing.

Learn more about using Blackbaud Luminate Online to improve your digital marketing.

Learn more

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.

